

Message Text

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ACTION EUR-02

INFO OCT-01 ISO-00 EB-02 /005 W
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R 031240Z APR 74
FM AMCONSUL FRANKFURT
TO SECSTATE WASHDC 6871
USDOC WASHDC
INFO AMEMBASSY BONN

UNCLAS FRANKFURT 2084

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: WTDR - HELDMANN, E.

REF: USDOC 3644

1. ADDRESS: 2 TELEMANNSTRASSE, 6000 FRANKFURT/MAIN,
WEST GERMANY, CABLE/TELEX: NONE, PHONE: 0611-725363,
OFFICER: ELEONORE HELDMANN, OWNER.

2. THE FIRM, ESTABLISHED IN 1970, IS A SMALL IMPORTER
AND SALES AGENT OF HIFI EQUIPMENT, I.E. TAPE
RECORDERS, LOUDSPEAKERS, TURNTABLE, ETC. MRS HELDMANN
IS ASSISTED BY HER HUSBAND AND HAS ONE ADDITIONAL
EMPLOYEE. IT FURTHERMORE CONTRACTS 4 REPRESENTATIVES.
SALES AREA IS WEST GERMANY.

3. FINANCIAL REFERENCES: BHF BANK, FRANKFURT. TRADE
REFERENCES: SEE ITEM 4.

4. FOREIGN FIRMS REPRESENTED: RECTILINEAR RESEARCH,
BRONX, N.Y. (HIFI LOUDSPEAKERS SINCE 1973).
ROGERS LTD, LONDON, ENGLAND (HIFI LOUDSPEAKERS
SINCE 1973), QUAD, HUNTINGTON, ENGLAND (HIFI EQUIPMENT
SINCE 1972), ERA, PARIS, FRANCE (HIFI TURNTABLES SINCE 1971).
IN ADDITION TO TWO WEST GERMAN FIRMS.

5. E. HELDMANN AND HER FIRM HAVE A GOOD REPUTATION
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AND THE FINANCIAL SITUATION APPEARS TO BE ORDERLY. THE

FIRM OPERATES IN RENTED ROOMS; ABOUT DM 30,000 TO DM 50,000 ARE INVESTED IN THE INVENTORY. THE ANNUAL VOLUME OF BUSINESS IS GIVEN BY THE FIRM AT ABOUT DM 400,000 TO DM 500,000. NO DEROGATORY INFORMATION WAS RECEIVED ON PAYMENTS. RECOMMENDED AS A BUSINESS CONTACT FOR US FIRMS.

6. INF 04/74. PREPARED BY P BARTOLSIC AND APPROVED BY AL VELER.HARLAN

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Message Attributes

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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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